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**PENGARUH PRICE LEVEL PERCEPTION, VALUE FOR MONEY**  
**PERCEPTION, PRODUCT ASSORTMENT PERCEPTION TERHADAP**  
**LOYALITAS PELANGGAN MELALUI KEPUASAN PELANGGAN**

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**ABSTRACT**

*This study examines the influence of customers' perceptions on the price offered when compared with 1). Customer reference price (Price Level Perception), 2). The quality of the goods (Value for Money Perception), and The variety of goods (Product Assortment Perception) offered in the store, on customer loyalty through customer satisfaction. Samples were taken 75 respondents from 3 electronic store in Dau Region, Malang. Data analysis techniques used is path analysis. The results of the study have shown that the price level perception variable is not significantly influence the satisfaction of consumers. Value for money perception variable significantly influence satisfaction of consumers. Product assortment perception variable significantly influence satisfaction of consumers. Satisfaction variable significantly influence loyalty of consumers.*

**PENDAHULUAN**

Peningkatan persaingan mengharuskan pengecer untuk lebih memahami konsumennya. Toko ritel elektro merupakan toko ritel dengan karakteristik tempatnya tidak terlalu luas, jenis/tipe barang yang dijual banyak, manajemen sederhana, proses pembelian masih memungkinkan tawar menawar harga barang yang dijual, pengelolaan manajemen oleh pemilik sederhana. Beberapa persoalan terkait ritel elektro di Kawasan Dau, Malang adalah perubahan harga yang cukup dinamis di pasar dan tipe konsumen yang peka terhadap perubahan harga serta tingkat keragaman jenis barang yang harus disediakan (stock) tinggi.

Tigert (1983) dalam Zielke (2008) menyatakan bahwa harga merupakan bauran pemasaran yang penting. Harga merupakan hal yang penting bagi pengecer untuk dapat dipersepsikan sebagai toko yang mempunyai harga yang lebih baik dari pada pesaing agar kontinuitas penjualan dapat selalu dipertahankan terutama jika target pasar menengah ke bawah. Hal ini karena keputusan konsumen tidak hanya dipengaruhi oleh harga actual namun juga oleh persepsi konsumen tentang harga. Kotler (2000) mendefinisikan ritel adalah semua aktivitas yang melibatkan penjualan barang atau jasa pada konsumen akhir untuk dipergunakan yang sifatnya pribadi, bukan bisnis. Oleh karena itu bisnis ritel ditujukan untuk konsumen akhir, sehingga item barang yang dibeli konsumen tidak dalam jumlah besar, namun mempunyai keragaman sesuai dengan yang diharapkan oleh pelanggan.